

Rep Order# 6837526 Ver# 1 Mod# 0 Status Confirmed  
EC'd Yes

1 of 4

Station KSNV-TV LAS VEGAS, NV.

Advertiser ( ) DEM, CNG, CMP, COMM.  
Product DCCC  
Estimate# 1200

Buyer Katie Keuleman  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA

3050 K ST NW

WASHINGTON, DC 20007

Agency CP1/P2/E 11/14/200

Flight Dates 10/09/2012 - 10/15/2012

Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

Traffic Order# 104968 Last Received: 07/30/2012 4:03 PM  
Printed: 08/02/2012 9:14 AM  
Showing Buylines: All Lines

--- CONTRACT COMMENT ---  
SC=\*

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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1	TU-F,M	5A-6A		WAKE UP WITH THE WAGNERS	:30	\$450.00	10/09-10/15	5	1	5	\$2,250.00	
2	TU-TH,SU-M	430A-5A		WAKE UP EARLY W/THE WAGNERS	:30	\$200.00	10/09-10/15	4	1	4	\$800.00	
3	TU-F,M	6A-7A		WAKE UP WITH THE WAGNERS	:30	\$1,000.00	10/09-10/15	5	1	5	\$5,000.00	
4	TU-F,M	7A-9A		TODAY SHOW	:30	\$1,500.00	10/09-10/15	5	1	5	\$7,500.00	
5	SA	6A-7A		NEWS 3 AT SUNRISE	:30	\$375.00	10/13-10/13	2	1	2	\$750.00	
6	SA	7A-9A		SATURDAY TODAY	:30	\$625.00	10/13-10/13	2	1	2	\$1,250.00	
7	SU	6A-7A		NEWS 3 AT SUNRISE	:30	\$375.00	10/14-10/14	1	1	1	\$375.00	
8	SU	7A-8A		TODAY ON SUNDAY	:30	\$750.00	10/14-10/14	1	1	1	\$750.00	
9	SU	9A-930A		NEWS 3 TODAY/WKEND	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
10	SU	930A-10A		CHRIS MATTHEWS SHOW	:30	\$600.00	10/14-10/14	1	1	1	\$600.00	
11	TU-F,M	9A-10A		TODAY SHOW II	:30	\$750.00	10/09-10/15	5	1	5	\$3,750.00	
12	TU-F,M	10A-11A		TODAY SHOW III	:30	\$325.00	10/09-10/15	5	1	5	\$1,625.00	
13	TU-F,M	11A-12P		RACHEL RAY	:30	\$325.00	10/09-10/15	7	1	7	\$2,275.00	
14	TU-F,M	12P-1230P		NEWS 3 AT NOON	:30	\$425.00	10/09-10/15	5	1	5	\$2,125.00	

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Station Advertiser Product Estimate# Buyer Phone# Fax# LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart			
KSNV-TV LAS VEGAS, NV. ( ) DEM. CNG. CMP. COMM. DCCC 1200 Katie Keuleman Hiatus Weeks	---	---	---	---	---	---	---	---	---	---	---	---			
Agency 3050 K ST NW WASHINGTON, DC 20007 Agency CPI/PZIE Flight Dates 10/09/2012 - 10/15/2012	---	---	---	---	---	---	---	---	---	---	---	---			
Salesperson ( ) AMY MCCREARY Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845	---	---	---	---	---	---	---	---	---	---	---	---			
15 TU-F, M 1230P-1P NEWS 4: THE AGENDA :30 \$325.00 10/09-10/15 5 1 5 \$1,625.00	16 TU-F, M 2P-3P THE DOCTORS :30 \$325.00 10/09-10/15 5 1 5 \$1,625.00	17 TU-F, M 3P-4P DR. PHIL :30 \$450.00 10/09-10/15 5 1 5 \$2,250.00	18 TU-F, M 4P-430P FIRST NEWS 3 AT FOUR :30 \$725.00 10/09-10/15 5 1 5 \$3,625.00	19 TU-F, M 430P-5P NEWS 4 AT 430P :30 \$725.00 10/09-10/15 5 1 5 \$3,625.00	20 TU-F, M 5P-630P EARLY NEWS :30 \$1,200.00 10/09-10/15 5 1 5 \$6,000.00	21 SA 5P-630P KSNV EARLY NEWS :30 \$675.00 10/13-10/13 1 1 1 \$675.00	22 TU-F, M 7P-730P WHEEL OF FORTUNE :30 \$1,300.00 10/09-10/15 4 1 4 \$5,200.00	23 TU-F, M 730P-8P FACE TO FACE :30 \$900.00 10/09-10/15 5 1 5 \$4,500.00	24 SA 7P-8P JEOPARDY/ WHEEL OF FORTUNE :30 \$525.00 10/13-10/13 2 1 2 \$1,050.00	25 M 8P-10P THE VOICE :30 \$4,000.00 10/15-10/15 2 1 2 \$8,000.00	26 SU 830P-930P NEWS AFTER NFL :30 \$1,800.00 10/14-10/14 1 1 1 \$1,800.00	27 SU 10P-11P LAW & ORDER :30 \$1,200.00 10/14-10/14 1 1 1 \$1,200.00	28 TU-F, M 11P-1135P NEWS 3 NIGHTSIDE :30 \$1,200.00 10/09-10/15 2 1 2 \$2,400.00	29 SA 11P-1135P NEWS 3 NIGHTSIDE :30 \$1,100.00 10/13-10/13 1 1 1 \$1,100.00	30 TU-F, M 1135P- 1235A TONIGHT SHOW W/ JAY LENO :30 \$750.00 10/09-10/15 5 1 5 \$3,750.00

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31	SU	1135P-12A	SPORTS NIGHT IN LAS VEGAS	:30	\$400.00	10/14-10/14	1	1	1	\$400.00		
32	SU	12A-1A	L&O	:30	\$175.00	10/14-10/14	1	1	1	\$175.00		

—REPORT TOTALS—

Report Totals: 105 / \$78,550.00

—SALES MONTHLY TOTALS—

Oct 12: 105 / \$78,550.00

Sales Totals: 105 / \$78,550.00

Station Totals: 105 / \$78,550.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market	Totals	CATV	KBLR	KING	KLAS	KSNV	KVVY	KVVU
XXXX	\$302,115	0%	0%	0%	30%	25%	20%	
		KTNV	20%	KTUD	KVCW	1%		

—COMPETITIVE COMMENTS—  
NEW ORDER  
EST SHARES

---Agency Comment---  
PLEASE NOTE ADDRESS CHANGE EFF 8/12

—CREDIT RISK—  
CASH IN ADVANCE

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